



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004284899** | File Number: **CPR-135863** | Submit Date: **10/12/2012** | Call Sign: **KCIT** | Facility ID: **33722** | City:  
**AMARILLO** | State: **TX**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/12/2012** | Filing Status: **Active**

Report reflects information for : Third Quarter of 2012

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
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Contact  
Representatives  
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	FOX
	Nielsen DMA	Amarillo
	Web Home Page Address	WWW.MYHIGHPLAINS.COM

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core  
Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Wild about animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY - TUESDAY AT 9:30 AM 7/1/12-9/4/12
Total times aired at regularly scheduled time	23
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild about animals is a half hour animal E/I magazine series that airs 52 weeks each year. The show id hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. The series is produced for children 16 and under (specific target audience is 13-16). As the producers of "wild about animals" it is the objective of Steve Rotfeld productions, Inc. to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals the see every day.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 8)		Response
Program Title	Awesome adventures	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	WEDNESDAY - THURSDAY 9:30 AM 7/1/12-8/30/12	
Total times aired at regularly scheduled time	21	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Awesome adventures is a half-hour adventure series that airs 52 weeks a year. The host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its' creatures, and the people that inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make learning fun	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (3 of 8)		Response
Program Title	WHADDYADO	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	FRIDAYS AT 9:30 AM	

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"WHADDYADO" is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make right decisions, some episodes will feature a Moral Dilemma segment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	PET.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 7:00 AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pet.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only. features the usual domestic household pets but the unusual exotic pets people love.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)		Response
Program Title		MLB Player Poll
Origination		Network
Days/Times Program Regularly Scheduled		saturday 2 pm
Total times aired at regularly scheduled time		8
Total times aired		13
Number of Preemptions		5
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		5
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years



Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players' preferences in areas outside of baseball with topics like "What Career Interests You After You Retire from Baseball?," or "What Is Your Favorite City To Play In?" or "What Player From History Would You Most Like To Watch/Play For/Play Against?" In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. MLB Productions, with continued guidance and advice from NASPE (National Association for Sport and Physical Education), will strive to make every episode of MLB Player Poll meet the FCC's E/I standards for young adult programming. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	September 15, 2012 @ 7:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	WEEK 24 September 15, 2012
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	September 22, 2012 @ 7:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	WEEK 25 September 22, 2012
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
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Title of Program	MLB Player Poll
List date and time rescheduled	September 1, 2012 @ 7:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	WEEK 22 September 1, 2012
Reason for Preemption	Sports

**Digital Preemption Programs #4**

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	September 29, 2012 @ 7:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	WEEK 26 September 29, 2012
Reason for Preemption	Sports

**Digital Preemption Programs #5**

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	September 8, 2012 @ 7:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	WEEK 23 September 8, 2012
Reason for Preemption	Sports

Digital Core Program (6 of 8)	Response
Program Title	Set For Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	tuesday 9:30am 9/4/12-9/30/12
Total times aired at regularly scheduled time	3
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Set For Life" relates with teens on their level about the power and impact a higher education has on them and the changing world around them in an educational and informational format designed to help its viewers make important decisions about college. Teenagers will see firsthand the diverse and exciting dynamics college life offers, while learning the different paths college students can take to complete their degree.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)		Response
Program Title		Animal Science
Origination		Syndicated
Days/Times Program Regularly Scheduled		thursday @ 9:30 am 9/13/12-9/27/12
Total times aired at regularly scheduled time		3
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Animal Science Shows viewers how and why animals behave using a scientific approach, with 3D animations, graphics, and analysis.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (8 of 8)		Response
Program Title		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		wednesday 9:30 am 9/26/12

Total times aired at regularly scheduled time	1
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	weekly half-hour television series shot entirely in HD, Career Day is the newest offering from Entertainment Studios that falls under the "Educational and Informational (E/I) for children age 13-16" FCC classification. Career Day offers children the opportunity to follow adults and learn about career fields that may enchant and inspire them. "We are thrilled to offer this wonderful HD series for teenagers looking for positive guidance at this important time in their lives," said Andrew Temple, president of domestic television distribution for Entertainment Studios.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core  
Educational and  
Informational  
Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	The 83ndAnnual Bud Billiken Back-to-School Parade
Origination	Syndicated
Days/Times Program Regularly Scheduled:	sunday @ 3:30 pm 9/2/12
Total times aired at regularly scheduled time:	1
Number of Preemptions	0
Length of Program	60 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The 83ndAnnual Bud Billiken Back-to-School Parade is the largest African-American parade in the United States entering its 34th year on television. The parade, sponsored by the Chicago Defender Charities, is a tribute to the African-American family and community and encourages youth to head back to school on the 1st day. Robert S. Abbott, founder of the Chicago Defender newspaper, founded the Bud Billiken Parade and Picnic in 1929 to award the newspaper boys. The Bud Billiken Parade ranks only third in size behind the Rose Bowl Parade and Macy's Thanksgiving Day Parade. In 2011, the parade featured more than 25 entertainment acts with National Award Winning bands & drill teams; tumblers; and national celebrities and entertainers. Celebrity stars include: Common, Brandy, Judge Mathis, Mo'Nique, Tom Joyner, Tyler Perry and words of encouragement by President Barack Obama with the First Lady. More celebrities announced by mid-July
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes
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Date and Time Aired:

Questions	Response
Date Time	

Sponsored Core  
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Tom Garcia
Address	1050 s fillmore st
City	amarillo
State	TX
Zip	79101
Telephone Number	806-383-3321
Email Address	tom.garcia@kamr.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	KCIT WILL CONTINUE TO PROVIDE QUALITY EDUCATION AND INFORMATIVE PROGRAMMING FOR CHILDREN.



Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Wild about animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	monday 9:30 am
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild about animals is a half hour animal E/I magazine series that airs 52 weeks each year. The show id hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. The series is produced for children 16 and under (specific target audience is 13-16). As the producers of "wild about animals" it is the objective of Steve Rotfeld productions, Inc. to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals the see every day.

Other Matters (2 of 7)	Response
Program Title	Awesome adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	wednesday 9:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Awesome adventures is a half-hour adventure series that airs 52 weeks a year. The host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its' creatures, and the people that inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make learning fun

Other Matters (3 of 7)	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	friday at 9:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"WHADDYADO" is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make right decisions, some episodes will feature a Moral Dilemma segment.

Other Matters (4 of 7)	Response
Program Title	Pet.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	saturday at 7 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pet.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only. features the usual domestic household pets but the unusual exotic pets people love.

Other Matters (5 of 7)	Response
Program Title	animal science
Origination	Syndicated
Days/Times Program Regularly Scheduled	thursday 9:30 am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	animal science Shows viewers how and why animals behave using a scientific approach, with 3D animations, graphics, and analysis.

Other Matters (6 of 7)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	saturday @ 7:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	weekly half-hour television series shot entirely in HD, Career Day is the newest offering from Entertainment Studios that falls under the "Educational and Informational (E/I) for children age 13-16" FCC classification. Career Day offers children the opportunity to follow adults and learn about career fields that may enchant and inspire them. "We are thrilled to offer this wonderful HD series for teenagers looking for positive guidance at this important time in their lives," said Andrew Temple, president of domestic television distribution for Entertainment Studios.

Other Matters (7 of 7)	Response
Program Title	Set For Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	tuesday @ 9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Set For Life" relates with teens on their level about the power and impact a higher education has on them and the changing world around them in an educational and informational format designed to help its viewers make important decisions about college. Teenagers will see firsthand the diverse and exciting dynamics college life offers, while learning the different paths college students can take to complete their degree.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p><b>MISSION BROADCASTING, INC.</b></p>

**Attachments**

No Attachments.